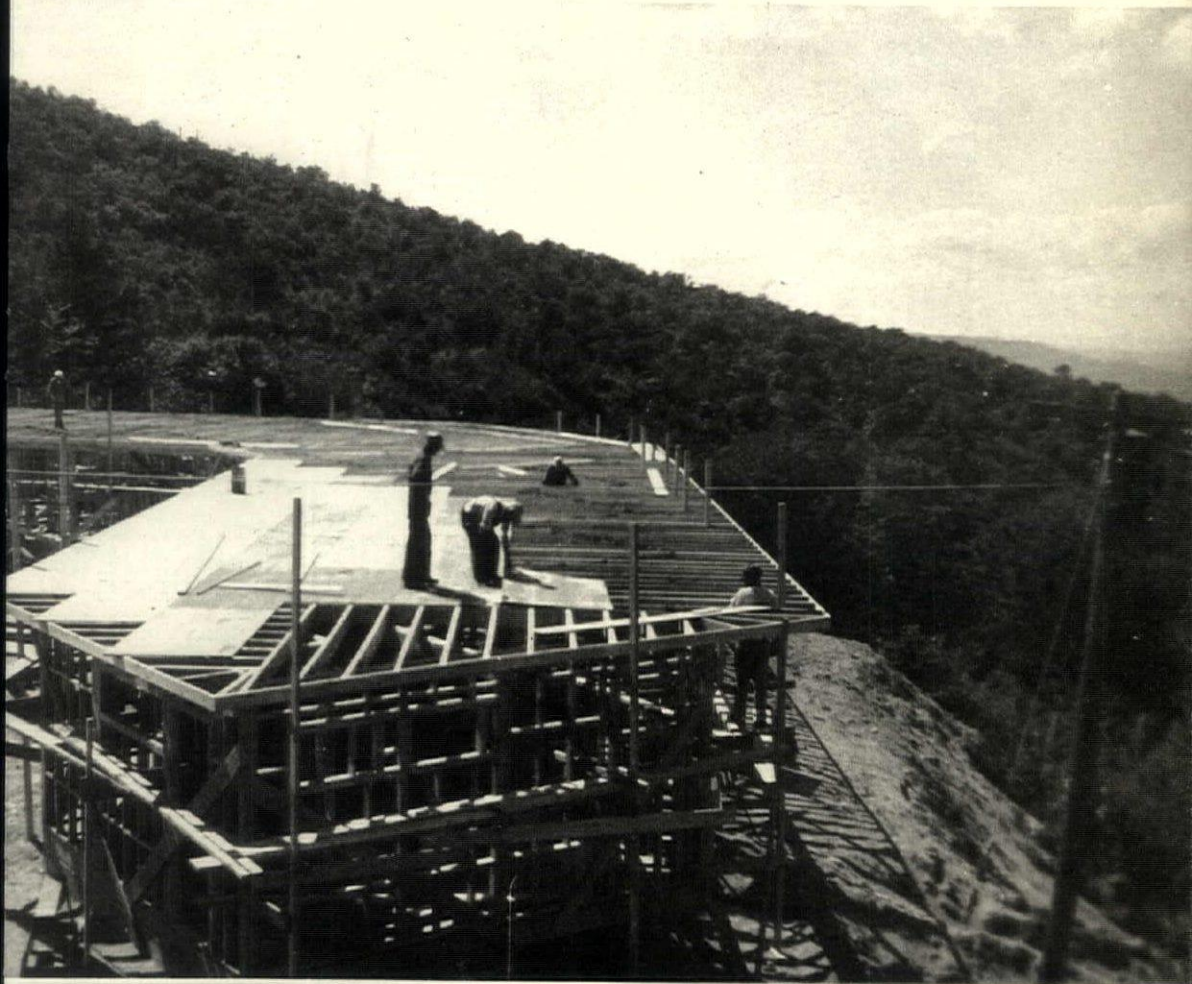


AUGUST

1954

New Hampshire ARCHITECT



OFFICIAL PUBLICATION

New Hampshire Chapter of the American Institute of Architects



20¢-COPY
\$2.00-YEAR

**Your Clients Will
Really "GO" For . . .**



**They are trouble-free
and Fuel Saving**



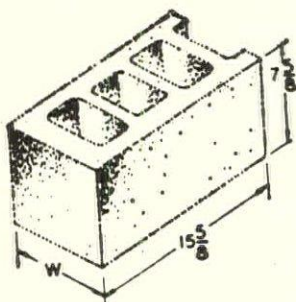
**We can make Quick
Delivery**



Stop in or Phone Us

MUIR LUMBER CORPORATION

MANCHESTER, NEW HAMPSHIRE



CONCRETE, CINDER AND CATCH BASIN BLOCKS

DURACRETE

BLOCK CO., INC.

DIAL MAN. 5-6293 - 2-7011

Plant located at rear of
Manchester Sand & Gravel Co., Hooksett, N. H.

NOW—a revolutionary
wall paint that requires
NO SEALER or PRIMER!

DEVOPAKE



What a savings in time and money this wonderful Devoe wall paint can mean to you. For now it's no longer necessary to apply a prime coat to plaster, masonry, brick, wood, wallboard, fabric covered or paper walls and ceilings in any room. Even hides red

brick in one coat! Beautiful low sheen finish. Dries overnight. Nine times as washable as flat resin emulsion paint. Come in and let us show you the wide assortment of beautiful colors.

CONCORD, N. H.

MERRIMACK FARMERS' EXCHANGE, INC.



NEW ENGLAND INSULATION

Contractors - Distributors

ASBESTOS MAGNESIA FIBERGLASS

KAYLO and CORK PIPE COVERING

ASBESTOS MILLBOARD & PAPER

Tel. Highlands 5-7800

839-845 Albany St. Boston 19, MA

ARTHUR E. SWANSON, Manager



New Hampshire ARCHITECT

OFFICERS

VOL. 6

AUGUST, 1954

NO. 1

President

RICHARD KOEHLER, Manchester

Vice-President

LEO P. PROVOST, Manchester

Secretary

EDWARD B. MILES, Exeter

Treasurer

ROBERT SNODGRASS, Nashua

DIRECTORS

JOHN D. BETLEY, Manchester

ARCHER HUDSON, Hanover

ALEXANDER MAJESKI, Bedford

EDITOR

ALEXANDER MAJESKI, R. A.
Palomino Lane
Manchester, N. H.

PUBLISHER

LAWRENCE J. MOYNIHAN
Concord, N. H.

TABLE OF CONTENTS

The President's Message	4
Lauds School Architects on Progress	6-9
New Hampshire Architect Schedule	7
New Hampshire Awards Hit Highest Mark in Years ..	8
Contract Awards in New England Set Record	8
High Rates of Activity in Construction Awards	8-16
A. I. A. Standards Left Virtually Untouched	9
Notchway Motel, Bethlehem, N. H.	10-11-12-13-18
Visiting Architects Enjoyed N. H. Hospitality	14
Clair W. Ditchy Heads A. I. A. for Another Year	16
Your Client is Probably Holding Back, Says Fortune ..	16
A. I. A. Discusses Science Effect on Designs	18
Prefab Plumbing Wins Union OK	18

OUR COVER

Photo Shows Notchway Motel under Construction.

New Hampshire Architect is published monthly at 181 North Main Street, Concord, N. H., under the direction of the president and board of directors of the New Hampshire Chapter, American Institute of Architects, to promote the objectives and public relations of the chapter. Advertising rates furnished upon request.

The President's Message

COMMITTEES:—

The membership of the N. H. Chapter of the American Institute of Architects should now be aware of the new committee organization as planned by the National Society. In effect it is much more simple than has been used by the National body in the past, yet for our Chapter it is more thorough and detailed than what we have operated with in the past. By delegating current affairs to the various committees, the Officers and Board of Directors can concentrate on legislation.

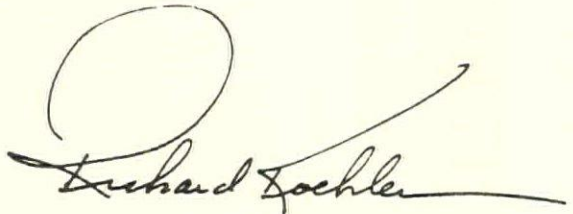
By virtue of the above system much of the national and regional information should be piped down to each member. The committee chairman will be posted continually in the N. H. Architect and those members having a question or suggestion on any particular phase need only to contact that particular chairman. This system should stimulate active interest in matters regional and national.

COMPLICATIONS:—

Living in any form these days isn't simple any more. Because we are an economically interdependant society, it is quite necessary that we become aware of "happenings." I lament the "up-to-the-minute-on-your-toes" strain of it, time becomes so used up, that there just isn't time to go fishing and that can be castastrophic. Things seem to be getting done by "group action." We don't have many Daniel Websters, but we sure enough have groups for this and that. Perhaps we are a "think-on-the-run" type of generation. Thoreau himself could stand defiantly on the Park Street Subway platform during the 5 o'clock rush and scream his resentment but in nothing flat the mob would have him squeezed in on his way to North Station, where upon alighting he would be arguing the virtues of Red Sox against the Detroit Tigers. As for myself I haven't seen a baseball game or a summer theatre play this year, and when I answer those who would prod me that all I've seen is cows, big cows and little cows, they immediately label me a "dud."

It takes a tremendous amount of courage these days to do something alone, without consultation, but with conviction.

I don't know what it is you've been wanting to do, but I challenge you to set aside one day to do it and if you come through unscarred, then you've enough material for a book—you, sir or madam are a real honest-to-goodness individual.

A handwritten signature in dark ink, reading "Richard Zochler". The signature is fluid and cursive, with a large, looping initial "R" at the beginning.

DERRYFIELD SUPPLY CO., INC.

EUGENE O. MANSEAU, Treas.

— WHOLESALERS —

Plumbing - Heating - Mill Supplies

Granite and Franklin Streets

Manchester, N. H.

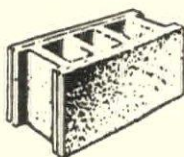
Concrete Blocks

Cinder Blocks

Bricks - All Kinds

WEL-BILT Overhead Operating Doors

Masonry Supplies



**CORRIVEAU-ROUTHIER
CEMENT BLOCK CO.**

266 Clay Street

Manchester, N. H.

Dial 3-5293

Mechanics and Farmers Savings Bank ALBANY, NEW YORK

Architects:
GANDER, GANDER & GANDER

General Contractor:
PANZIERI-HENDERSON



The use of marble trim with brick wall is particularly appropriate for the Georgian design of the Albany bank shown above. The recessed entrance is lightened and fine details of the doorway accented by continuation of the exterior marble treatment as veneer wall covering and also for heavier construction at the doorway. All marble work is Vermont Imperial Danby. The dark base is Blue Pearl Granite. Both marble and granite were finished by Vermont Marble Company.

See our catalogs in Sweet's File Architectural

COLOR • CHARACTER
PERMANENCE • LOW MAINTENANCE

Crystalline VERMONT MARBLE

VERMONT MARBLE COMPANY
PROCTOR, VERMONT

Offices: Boston • Chicago • Cleveland • Dallas • Houston • Philadelphia • Los Angeles • New York • San Francisco
In Canada: Ontario Marble Company, Limited, Peterboro, Ontario and Toronto, Ontario • Brooks Marble & Tile Company, Limited, Toronto, Ontario
Continental Marble Co., Ltd., Vancouver, B. C.



Lauds School Architects on Progress

BOSTON — Speaking on "A Trend Toward Better Schools" before the 86th convention of the American Institute of Architects, Stanley Sharp of Ketchum, Gina, and Sharp, New York architects, stated that any advancement toward better schools could be achieved only when the board of education, the architect, and the citizens themselves work together in a cooperative effort.

"Better education for the children of any community can only be obtained by first conducting community long-range planning; it is the parents who must understand and adapt to the ideas which could lead to better schools," Sharp cautioned.

He praised the progressive strides made by school architects during the past few years, noting that they have concerned themselves more with the educators' needs, and have gained a wider understanding of new design techniques and their effect on environment.

Better Design

According to Sharp, there is a definite trend toward better design in schools. However, the architect must also understand the basic problems and needs of the community involved.

"The architect's job has not been simplified by his increasing knowledge of school needs and requirements," Sharp claims. "In spite of new technical developments, new materials, and greater under-

standing of engineering problems, the educational problems of today remain constant."

Quoting from government statistics on education, Sharp pointed out that because of the tremendous increase in student population, the educational needs of this country are becoming greater than the capacity to handle these needs.

The years 1953-54 have seen a 2-million increase in student enrollment, jumping the total enrollment to 37 million. It is predicted that at least 45 million students will be enrolled in all levels of the educational system by 1960.

Other factors in determining a trend in school design are rising costs of construction and changing curriculum. School construction costs have increased at a slower rate than all other forms of construction, but money for schools is still limited.

Each change in curriculum, each advancement in teaching, affects design. In terms of school design, this means more space, greater flexibility, more and better equipment—all this in spite of rising costs and the desire for greater economy.

Sharp pointed out that the solution may well be a matter of convincing the community to accept ideas which could lead to better and more practical schools. An example of this type of association between architects, school boards, and citizen committees is evidenced in the schools.

(Continued on Page 9)

A ROOF BY THERRIEN IS A GOOD ROOF

TEL. 3-6193

59 DEPOT STREET

MANCHESTER,

NEW HAMPSHIRE ARCHITECT SCHEDULE

1954 - 1955

ARCHITECT	DATE DUE
Edward B. Miles	September 1, 1954
William L. White	October 1, 1954
Tracy & Hildreth	November 1, 1954
Archer E. Hudson	December 1, 1954
Dirsa & Lampron	January 1, 1955
Koehler & Isaak	February 1, 1955
Willis Littlefield	March 1, 1955
Lyford & Magenau	April 1, 1955
Leo Provost	May 1, 1955

STANLEY

Presents

**Two Practical Ways to
Stop Climbing Stairs in the Home**



The Inclinator

ELECTRIC
OILDRAULIC
ELEVATORS

DUMBWAITERS



The Elevette

STANLEY ELEVATOR CO. Inc.

444 S. MAIN STREET, NASHUA - Telephone 2823

New Hampshire Awards Hit Highest Mark in Years

Contract awards for future construction in New Hampshire according to Dodge Reports totals hit the highest first six-month mark of any year and also reached a record June dollar volume.

F. W. Dodge Corporation district manager James A. Harding said the six-month figure of \$60,571,000 was also 289 per cent above six months 1953.

Individual six-month classifications which were all substantially above the like period 1953 were: nonresidential, \$12,419,000; residential, \$14,466,000; heavy engineering, \$33,686,000.

The June total was \$9,954,000, up 81 per cent from May and 201 per cent above June 1953.

Individual June totals were: nonresidential, \$1,968,000 up 24 per cent from May and 46 per cent above June 1953; residential, \$7,664,000, up substantially from May and June 1953; heavy engineering, \$322,000, down 88 per cent from May and 78 per cent below June 1953.

Contract Awards in New England Set Record

BOSTON—Contract awards for future construction in New England set a new high dollar volume for the first six months of any year according to just announced totals of Dodge Reports. The first-half 1954 figure of \$691,341,000 was also 27

per cent greater than the like 1953 period according to Dodge district manager James A. Harding.

All individual categories were up over 1953 at the six-month mark; nonresidential at \$217,960,000 was up 23 per cent; residential at \$304,650,000 was up 113 per cent; heavy engineering at \$168,700,000 was up 113 per cent.

The June construction award total \$114,452,000 was down 18 per cent from May but was up 57 per cent over June 1953.

Individual June classifications were:

Nonresidential, \$47,334,000, up 12 per cent from May and up 71 per cent over June 1953; residential, \$51,989,000, down 20 per cent from May but up 64 per cent over June 1953; heavy engineering, \$15,129,000, down 53 per cent from May but up 13 per cent over June 1953.

High Rates of Activity in Construction Awards

NEW YORK—High rates of activity in construction contract awards for commercial buildings, single-family homes, schools, were among the outstanding trends in the first half of 1954, according to a midyear review by Dr. George C. Smith, economist for F. W. Dodge Corporation.

Disclosing details of Dodge statistics not ordinarily released for publication, Smith stated that contract awards totals

(Continued on Page 16)

Beautiful Real Brick Exteriors that Last the Life of Your Building



P. H. McGranahan Company, Inc.
555 Valley St., Manchester, N. H. Dial 2-9373

Quikbrik is a scientifically developed product of pulverized real brick, concrete, and improvers.

The application of Quikbrik is the modern, streamlined method of laying brick which eliminates the need of costly adaptations and foundations . . . Any sound home or building is ready for the Quikbrik transformation.

hool Architects—

(Continued from page 6)

Northport, L. I., where by properly educating the local citizenry in a long-range public relations program these groups are able to build an outstanding new school.

"In all cases where the public has become familiar with the situation they have shown an understanding and a readiness to throw away pre-conceived prejudices and accept the new fundamental approach in design—the fundamental, logical, economical solution. I believe that better schools of the future will be a result of high architectural competency, coupled with a clear understanding of the basic problems of the community, as well as leadership required to develop understanding in the community," Sharp concluded.

I.A. Standards Left

Virtually Untouched

The 86th annual convention of the American Institute of Architects revised standards of professional practice in minor respects, changing nothing of an essential nature.

This was handled at the convention in the form of Document 330, divided into parts on obligations of good practice and mandatory standards.

The delegates retained the provision that no architect shall use paid advertising, or self-laudatory, exaggerated or misleading publicity. Factual materials, verbal or visual, which dignify the profession and advance public knowledge of the architect's function in society may be presented through public communication media, the document stated.

The Board of Directors was given sole power to interpret the standards and its decision will be final.

When planning to build a house it might be a good idea to follow the architect home and see the kind of house he lives in.—*Ladies Home Journal*

LATEST DIVIDEND

3 1/4 % Per Annum

Accounts Started or Added to on or before the 10th, earn a Full Month's Dividend

Accounts insured to \$10,000 by the Federal Savings and Loan Insurance Corporation.

Manchester
FEDERAL SAVINGS
AND LOAN ASSOCIATION
46 MARKET STREET, MANCHESTER, N. H.



Inside View

The New TRIADIC DOOR

This is a regular 1 3/4" door no combination door required

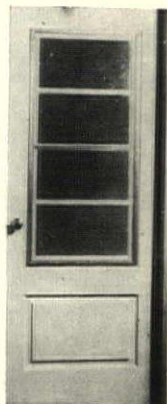
1. Regular and screen door in one.
2. Perfect styling, ranch or colonial.
3. Storm feature optional.

Architects & Builders

We invite inquiry. We will send literature, or at your request our representative, explaining Quincy Adams fine line of beautiful doors.

QUINCY ADAMS
COLONIAL DOORS, Inc.

118 Maple Street
Manchester, N. H.
Phone - 2-2243

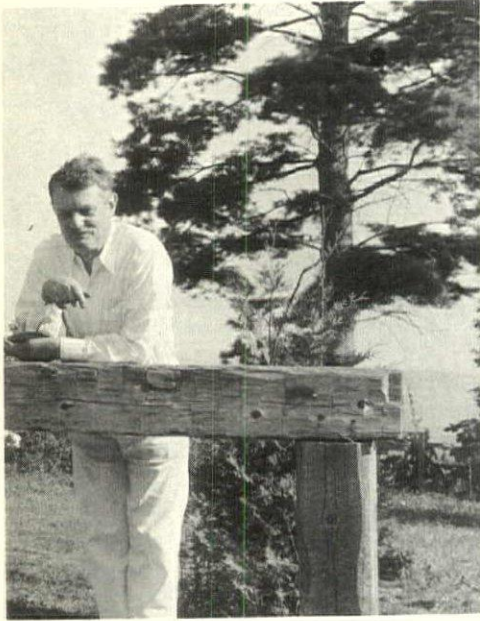


Outside View

ARCHITECT of the MONTH

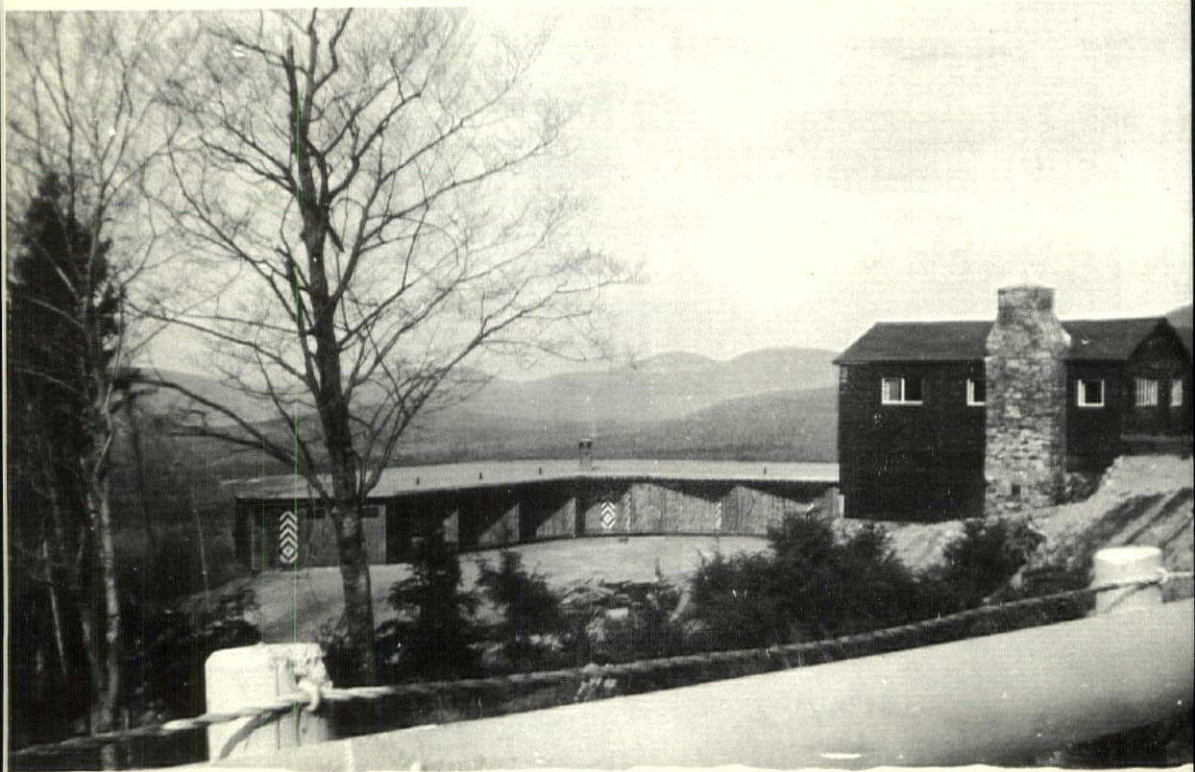
SHEPARD VOGELGESANG, AIA

Designer of **NOTCHWAY MOTEL**



SHEPARD VOGELGESANG—Born in San Francisco, California. Educated at Phillips Academy, Andover, Mass., Massachusetts Institute of Technology, Cambridge, Mass., and University of Vienna, Austria. In charge interior design Century of Progress, Chicago, 1933; director of color Century of Progress, 1933; assistant decorative arts and director design Fine Arts Commission. Golden Gate International Exposition, San Francisco, 1938-39; Association director and designer of "America at Home" New York World's Fair 1940; consultant for Federal Defense Housing, 1941. Served as Lt. Commander U. S. Navy during World War II. Practiced in Chicago, 1934-39; New Hampshire, 1940-42, returning to New Hampshire practice in 1946 after the war. Registered Architect in New Hampshire and Vermont.

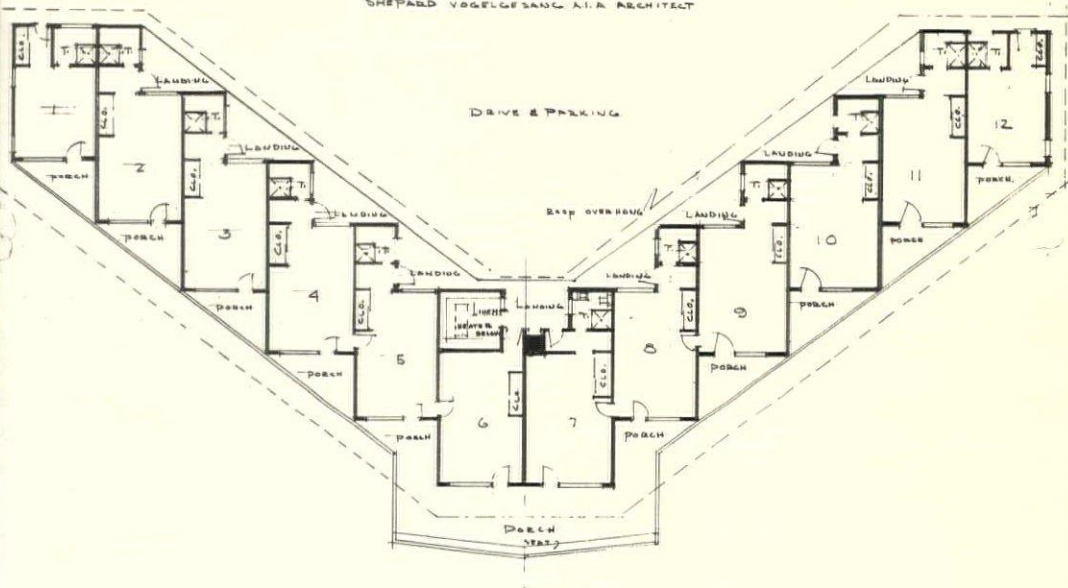
Notchway Motel Shows Wonderful View of White Mountains



NOTCHWAY MOTEL

BETHLEHEM, NEW HAMPSHIRE

MOTEL AT NOTCHWAY CABIN
FRANCONIA NOTCH, NEW HAMPSHIRE
SHEPARD VOGELGESANG A.I.A. ARCHITECT



W. K. GLOVER

CONTRACTOR and BUILDER

Franconia, N. H.

Tel. Franconia 3-3292

GENERAL CONTRACTOR

— for —

NOTCHWAY MOTEL

— at —

Bethlehem, N. H.

Notchway Motel, located in Bethlehem in the heart of the White Mountains, was completed in September, 1953 for Richard J. Coney, owner and manager.

The new mountain resort motel was designed by Shepard Vogelgesang, AIA, of Whitefield and Wilford J. Glover of Franconia was the general contractor.

Notchway is designed with off-set units to give privacy to every occupant, and the front is cantilevered over the bank.

The shape of the motel gives the most accomodation afforded by the site. Every room opens directly to a balcony with the lovely view of the Franconia Valley.

Sub-contractors on this project were:

A. G. Cyr, heating and plumbing, Littleton.

E. E. Bigelow, electrical contractor, Littleton.

Manus H. Perkins, grading and excavating, Bethlehem.

George H. Richardson, surveyor, Littleton.

Franconia Associates, flooring and furniture, Littleton.

(More Pictures on Page 13 and 18)

E. E. BIGELOW

222 Main St. — Tel. 4-3334

Littleton, N. H.

ELECTRICAL CONTRACTOR

REFRIGERATION CONTRACTOR

ELECTRICAL
CONTRACTOR

— for —

NOTCHWAY MOTEL

Bethlehem, N. H.

HEATING and PLUMBING

— for —

NOTCHWAY MOTEL

— at —

Bethlehem, N. H.

— by —

A. G. CYR

HEATING and PLUMBING

Littleton, N. H.

Tel. Littleton 4-5812

George H. Richardson

20 SOUTH STREET

Littleton, N. H.

SURVEYOR

— for —

NOTCHWAY MOTEL

— at —

Bethlehem, N. H.

GRADING and EXCAVATING

— for —

NOTCHWAY MOTEL

— by —

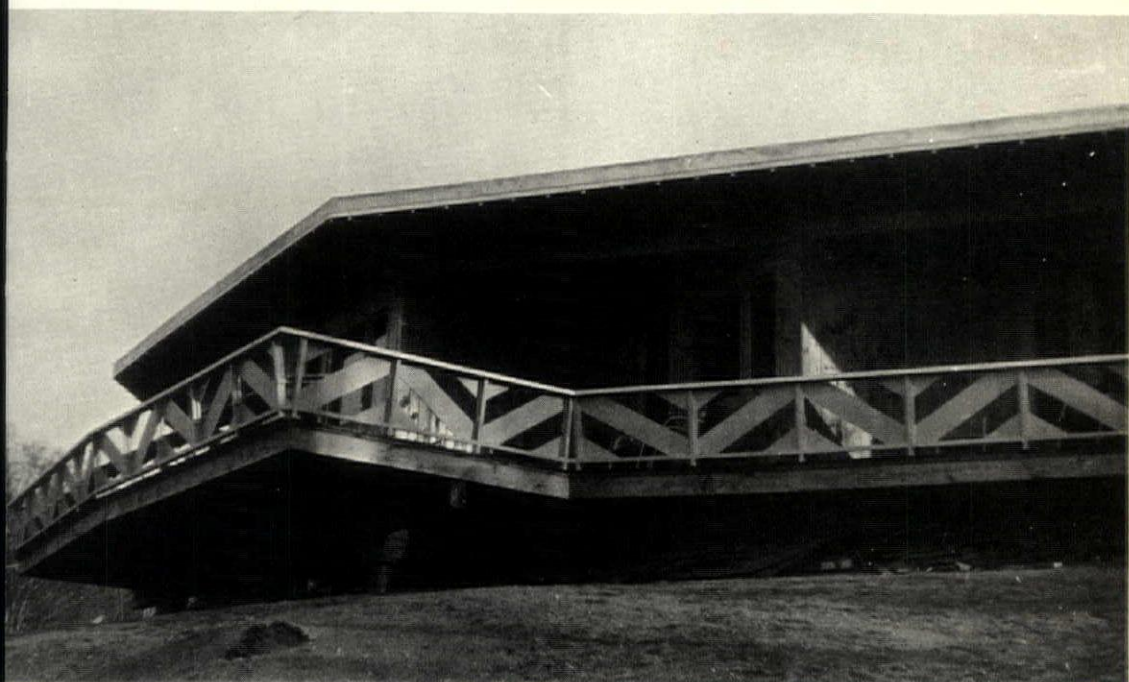
MANUS H. PERKINS

Bethlehem, N. H.

Tel. Bethlehem 84



Exterior Views of Notchway Motel



NEW HAMPSHIRE

Supply Company



Wholesalers and Jobbers

40-48 COMMERCIAL ST.

149 PLEASANT ST.

MANCHESTER, N. H.

CLAREMONT, N. H.

PLUMBING & HEATING
SUPPLIES

INDUSTRIAL SUPPLIES

POWER TOOLS

PAINT & HARDWARE

TEL. 5-7881

TEL. 2030

Visiting Architects Enjoyed N. H. Hospitality

New Hampshire played host to architects and their families following the AIA convention with a conducted tour starting Sunday, June 20. After a clambake at Wentworth-by-the-Sea at Newcastle, N.H., Sunday and an over-night stop at Portland, Maine., Monday, the group journeyed back to New Hampshire for luncheon at the Presidential Inn at Conway.

Monday night, the group was housed at Twin Mountains House Hotel and the following day, they journeyed to the Aer Tramway at Cannon Mountain for a trip to the summit. They also visited the "Old Man of the Mountain" and Crawford Notch, later continuing on to Vermont and Canada.

LAW, LAW, POTTER & NYSTROM
ARCHITECTS
GARFIELD BUILDING
121 SOUTH PINCKNEY STREET
MADISON 3, WISCONSIN
July 6, 1954
TELEPHONE
5-3829

Mr. Richard Koehler, President
New Hampshire Chapter AIA
231 Oak Street
Manchester, N. H.

Dear Mr. Koehler:

We have just arrived home from our splendid post-convention tour.

Your most cordial letter of June 14 was greatly appreciated. We thank you and the New Hampshire Chapter for your most gracious hospitality.

We had never had the opportunity of enjoying a New England Clambake, and as we are especially fond of seafood, had anticipated it as one of the high-lights of the convention, and it certainly was. I took several three dimension color photos of the procedure which I hope will develop well.

The tour of Portsmouth was also most enjoyable, though of course the time was too short to do justice to it. However, we did manage to become somewhat acquainted with it and get some photos.

We enjoyed the opportunity of meeting and chatting with so many of your members, who left nothing undone to make our stay the most delightful possible.

Again we thank you.

Most cordially,
Julius J. Budina

A. O. BUDINA, A. I. A.
ARCHITECT

J. BINFORD WALFORD
O. PENDLETON WRIGHT
ARCHITECTS
103 EAST CARY STREET
RICHMOND 10, VIRGINIA
July 1, 1954

Mr. Richard Koehler, President
New Hampshire Chapter, A.I.A.
231 Oak Street
Manchester, New Hampshire

Dear Mr. Koehler:

The members of the tour following the 86th Annual Convention of the A.I.A. have now at their delightful trek through the New England and parts of Canada. Some of the most outstanding events of the tour occurred in your State of New Hampshire.

I wish to thank the members of the New Hampshire Chapter and their ladies who joined us at the clambake at Wentworth-by-the-Sea, and particularly, Mr. Wither for his instructive guidance through historic Portsmouth and vicinity.

All the members of our tour voiced their sincere thanks and appreciation.

Cordially yours,
O. Pendleton Wright
O. Pendleton Wright

101-A EAST MAIN STREET
RICHMOND 4, VIRGINIA

July 2, 1954

Mr. Richard Koehler, President
New Hampshire Chapter A. I. A.
231 Oak Street
Manchester, New Hampshire

Dear Mr. Koehler:

Please extend to the members of the New Hampshire Chapter my thanks for the courtesies extended to my wife and me on the A. I. A. Tour through New Hampshire following the Boston Convention. It certainly was grand of your folks to turn out on a Sunday to welcome us to Wentworth-by-the-Sea and then have your Mr. Wither conduct us on a tour through the historic sections of Portsmouth.

Mr. Wither did a splendid job and I am sure that I speak for all of the members of our party in thanking him for pointing out the historical buildings in Portsmouth.

With best wishes, I am

Sincerely yours,

A. O. Budina
A. O. Budina

REFRIGERATION ENGINEERS FOOD SERVICE CONSULTANTS

Complete Planning Service

or Markets

Special Industrial Refrigeration
Complete Air Conditioning
Hotel, Restaurant and
Institutional Kitchens,
Cafeterias, Dining Areas
Cocktail Lounges

HUMPHREYS, INC.

10 No. Main Street - Concord, N. H.

A Business Devoted To Those
Who Serve Food



Electrical Contractor

53 HOLLIS STREET
MANCHESTER, NEW HAMPSHIRE

DIAL 3-3568

**NEW
SWEDISH
ENAMEL**

Emali

(E-MAL-YA)



From Sweden, long noted for the world's
best enamels, Masury brings you
REFRIGERATOR BRIGHTNESS
NON-YELLOWING WHITENESS
A sag-proof and run-proof completely
uniform surface. In Gloss, Semi-Gloss or
Dull Finishes that look and feel like
porcelain.

Stan's Paint & Wallpaper Store
Dial 5-8861
125 Merrimack St. - Manchester, N. H.

MASURY IS GOOD PAINT

NORTHERN

HEATING & PLUMBING CO., INC.

A. C. TROMBLY, President

Plumbing, Heating and Ventilation
Contractors - Engineers

Serving Northern New Hampshire in Domestic,
Commercial and Industrial Installations

17-21 Water St.

Laconia, N. H.

Tel. Laconia 706

STOKERS

OIL BURNERS

Awards—

(Continued from Page 8)

far this year assures a high rate of payroll and purchase in the enormous construction industry for at least the remainder of 1954.

"Since construction contract awards precede actual construction, Dr. Smith said, "the record levels of awards during the first half of 1954 indicate that construction activity during the remainder of the year, at least, will be at very high levels.

"This will be reflected directly in construction employment and payrolls and in sales and shipments of construction materials. Indirectly, the effect will spread through other fields of activity as a powerful upward force, since this 35-billion-dollar-a-year industry is one of the mainstays of the national economy."

Dodge previously announced that its first-half total of contract awards reported was 17 per cent ahead of the corresponding total for 1953; an all-time high for a first-half.

Clair W. Ditchy Heads

AIA for Another Year

With a sizable majority, Clair W. Ditchy, Detroit, was re-elected President of The American Institute of Architects at the 86th Annual Convention, defeating John W. Root, Chicago. Mr. Ditchy now enters his second term. The five-day convention was held in Boston, June 15-19, with headquarters at the Hotel Statler.

Earl T. Heitschmidt was elected First Vice-President, succeeding Norman J. Schlossman of Chicago, who had withdrawn as a candidate. Howard Eichenbaum, Little Rock, Ark., was re-elected Second Vice-President, and George Bain Cummings, Binghamton, N. Y., was re-elected Secretary. Leon Chatelain, Jr., Washington, D. C., defeated Edward L. Wilson, Fort Worth, Texas, for the office of Treasurer, succeeding Maurice J. Sullivan who did not run for re-election.

"Your Client is Probably Holding Back" says Fortune

Americans can afford much better housing than they have been buying, says Fortune Magazine, in a thought-provoking report on "The Changing Market in Housing."

Despite the boom in house building people are living below their 1929 standards of housing and have been spending relatively less for housing now than in 1929. They are buying more cheap houses and fewer better houses, the magazine declares.

Fortune advice: build better houses. The public can afford them and the public will pay higher prices for higher value. It declares that "The day is close at hand when almost anybody with a job can afford to own a house."

A modern mother is one who can hold a cigarette and a safety pin in her mouth at the same moment.—New Zealand Tablet.

Try jaywalking for that "run-down" feeling.—Louisville Courier Jnl Mag.

PUBLIC RELATIONS—

A cold shoulder never makes a warm customer.—*Coal Dealer.*

ERROR—

To err is only human, but when you wear out the eraser before you've used up the pencil, you are overdoing it.—*Cigar & Tobacco Jnl.*

A movie producer was telling a friend about giving his girl friend a string of pearls for her birthday. "Why," said the friend, "don't you give her something practical—like a car?"

The producer smiled and replied: "Did you ever hear of a phony car?"—*ERSKINE JOHNSON, Photo-play.*

CONVERSATION—11

The real art of conversation is not only to say the right thing in the right place, but...to leave unsaid the wrong thing at the tempting moment.—*DOROTHY NEVILL. Under Five Reigns. (Methuen)*

Architect - Help Yourself!

When suppliers, sub-contractors and others interested in new construction get accurate, up-to-the-minute news on new projects—as they do from Dodge Reports—architects benefit. They save time that would otherwise be wasted answering questions and inquiries, generally obtain a wider range of bids, receive the information they do need when they need it.

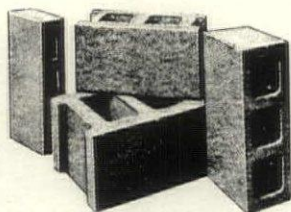
That's why, for 60 years, architects have found it sound practice to work with the Dodge organization. Today, as more and more firms in new construction rely on Dodge Reports, it is sounder practice than ever to furnish, through this logical channel, the authentic construction information that guides the right supplier's salesman to the right architect at the right time.

DODGE REPORTS

Construction News Service

119 West 40th St., New York 18, N. Y.

Dept. NHA-854



"MONADNOCK BLOCKS"

CONCRETE — CINDER

Made to Meet A.S.T.M. Requirements

Arthur Whitcomb, Inc.

725 Main St.

Keene, N. H.

Phone 110



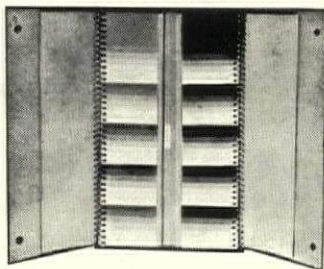
Sold Only Through Recognized Legitimate Dealers



D'ARCY COMPANY

DOVER, NEW HAMPSHIRE

MARTIN SENOUR PAINTS



THE COLOR COORDINATOR DIRECTORY

shows all 497 colors on generous 3" x 5" cards... actually painted samples for the necessary "large-area" view. The reverse side of each Directory card gives the individual color identification which serves both as the color name and the mixing formula.

This handsome, ring-bound Directory is an efficient and attractive aid to color selection. As a sales and professional tool, the COLOR COORDINATOR DIRECTORY, is a brilliant and accurate representation of this revolutionary mixing system.

NOW AT LAST, America's color appetite can be satisfied without an expensive, complicated system. No more hit-or-miss, trial and error mixing. THE COLOR COORDINATOR SYSTEM, in fact, is a "color expert for hire"... a professional color tool created and developed by the nation's leading color scientists and produced exclusively by the MARTIN-SENOUR COMPANY.

Seamans Supply Company

Distributors — Manchester, N. H.

AIA DISCUSSES SCIENCE EFFECT ON DESIGNS

BOSTON—How the rapid developments in science and technology have affected architecture and its impact on education was discussed at the meeting of the Association of Collegiate Schools of Architecture, attended by more than 80 members from throughout the U. S.

The pre-convention session of the collegiate schools group was held at the Harvard School of Design in Cambridge. G. Holmes Perkins, Dean of the School of Architecture, University of Pennsylvania, was chairman of the first part of the session which concerned itself with the needs of human beings and society and its effect on architecture and education.

Civic design, urban renewal and housing were topics of discussion. The group visited Harvard Graduate Center, Massachusetts Institute of Technology and its Hayden Memorial Library.

Walter Bogner, Professor of Architec-

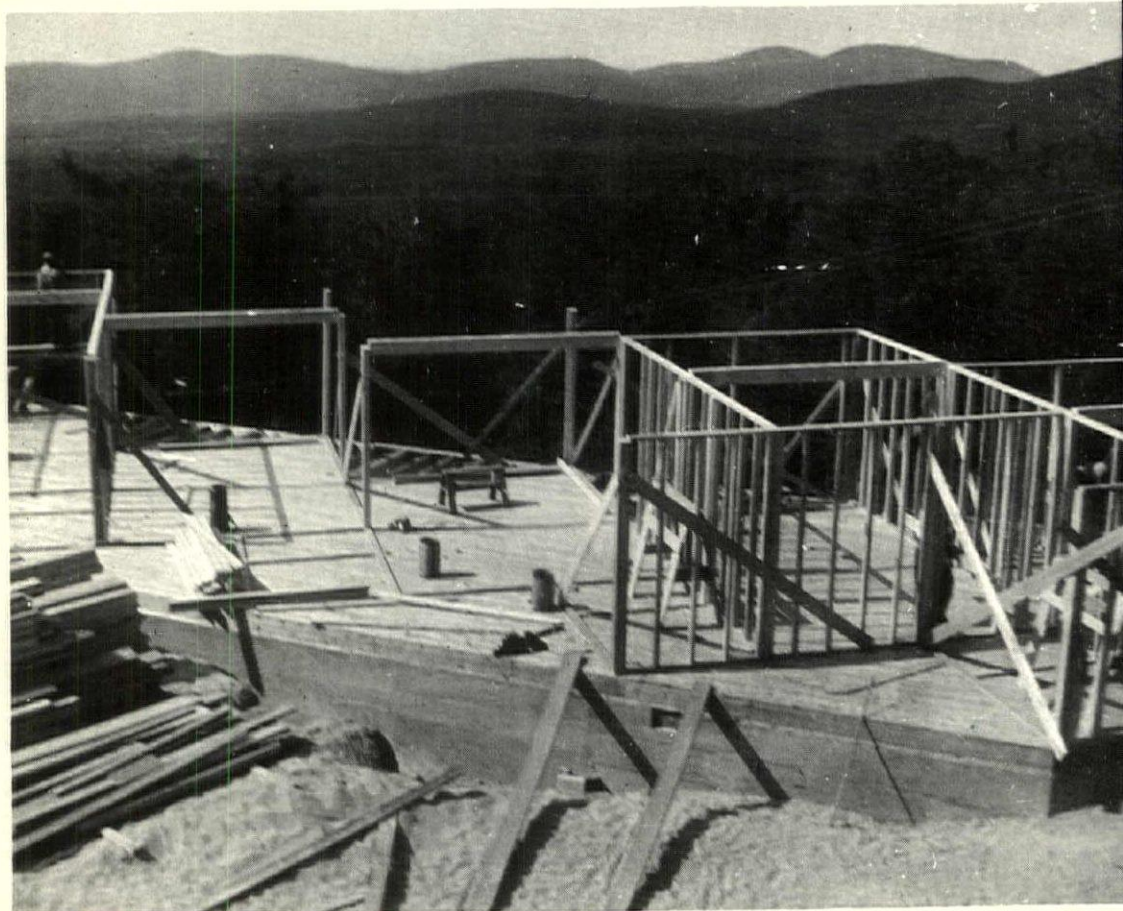
ture, Harvard University, general chairman of the educational group which met in conjunction with the 86th annual convention of the American Institute of Architects at the Hotel Statler in Boston, presided at a wind-up evening dinner at the New Ocean House in Swampscott, Massachusetts.

The proposed development of a 28-acre site into a huge shopping center, similar to Rockefeller Center, in Boston's Back Bay was discussed.

Prefab Plumbing Wins Union OK

The AFL plumbers union has passed favorably on National Homes Corp. factory-assembled plumbing package, already approved by FHA.

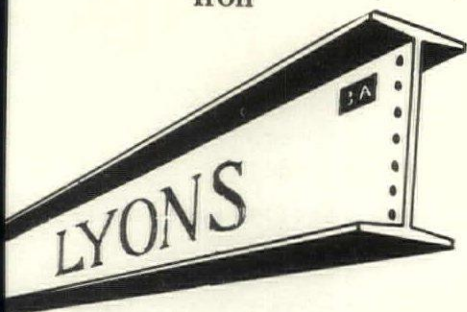
The union move points the way to a possible saving of several hundred dollars on the cost of a house. Reducing costs at an increasing volume, said National's president, James Price, will mean twice as much work for all trades, including plumbers.



Construction of Notchway Motel Gets Under Way

Steel Structures Designed
and Fabricated

Architectural and Ornamental
Iron



"Steel when you want it"

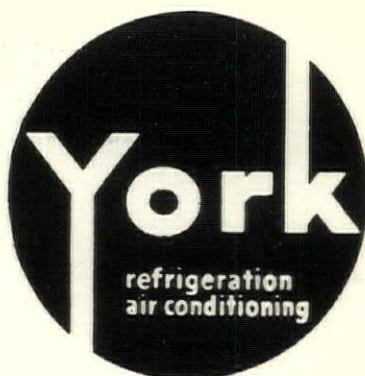
LYONS IRON WORKS, INC.

62 MAPLE ST. MANCHESTER, N. H.

DIAL 5-6975

AIR CONDITIONING

Residential - Commercial - Industrial



Year-Round or Summer

Engineering Assistance Available For Your
Air Conditioning Problems

NEW HAMPSHIRE YORK CO.

254 Lincoln St. Manchester, N. H.

PALMER

PLUMBING SUPPLY COMPANY

Wholesalers

Plumbing - Heating - Mill Supplies

Distributors of

McLAIN BOILERS

KOHLER ENAMELWARE

PETRO OIL BURNERS

ROCHESTER, LACONIA, KEENE, N. H.
PORTLAND, ME.

"Competent Engineering Service"



For every

COMMERCIAL OR RESIDENTIAL USE

CONVENIENCE, ECONOMY, SAFETY

**OVERHEAD DOOR SALES CO.
OF N. H.**

Sales, Service and Installation

Milford
Tel. 707

Rochester
Tel. 1671

DESIGNED TILES

For ranch houses, fireplaces, borders
and unusual tile decoration.

Architectural Tile Distributors

Overhead Door Bldg. Powers St.
MILFORD, N. H.

Frederick Gutheim A.I.A.
1741 New York Ave.
Washington 6 D.C.

Form 3547 Requested

Serving the People of NEW HAMPSHIRE

Anderson-Nichols and Company,
Concord

John D. Betley,
Manchester

Horace G. Bradt,
Exeter

Dirsa and Lampron,
Manchester

Alfred T. Granger Associates,
Hanover

Irving W. Hersey Associates,
Durham

Hudson and Ingram,
Hanover

Koehler and Isaak,
Manchester

Willis Littlefield,
Dover

Alexander Majeski,
Bedford

Edward Benton Miles,
Exeter

Orcutt and Marston,
Hanover

Arnold Perreton and Associates,
Concord

Carl E. Peterson,
Manchester

Leo P. Provost,
Manchester

Norman P. Randlett,
Laconia

Tracy and Hildreth,
Nashua

William L. White,
Exeter

Walter Thomas Williams,
Rochester

Maurice E. Witmer,
Portsmouth

Each of the above firms has one or more individuals in the

A. I. A.